

AMENDMENTS TO CLAIMS

Claims 1 - 68 (cancelled)

Claim 69 (new): A method for embedding a message in video content, the method comprising:

- defining at least one key frame in the content;
- embedding the message in the at least one defined key frame; and
- compressing at a video encoder the video content comprising the at least one defined key frame comprising the embedded message,

wherein the message is visible only when the at least one defined key frame comprising the embedded message is played back using trick mode playback.

Claim 70 (new): The method according to claim 69 and wherein the at least one key frame comprises a plurality of key frames.

Claim 71 (new): The method according to claim 70 and wherein the embedding comprises embedding the message in each of the plurality of key frames.

Claim 72 (new): The method according to claim 70 and wherein the embedding comprises embedding the message in only some of the plurality of key frames.

Claim 73 (new): The method according to claim 69 and also comprising storing a stream of compressed content on a storage medium of an end-user unit, the compressed content comprising a plurality of key frames, wherein each individual key frame comprises the embedded message.

Claim 74 (new): The method according to claim 73 and wherein the storage medium comprises a removable storage medium.

Claim 75 (new): The method according to claim 73 and wherein the storage medium is external to the end-user unit.

Claim 76 (new): The method according to claim 73 and wherein the storage medium comprises a pre-recorded medium.

Claim 77 (new): The method according to claim 69 and wherein the compressing comprises one of MPEG-2; and MPEG-4 compression.

Claim 78 (new): The method according to claim 77 and wherein the key frame comprises an I-frame.

Claim 79 (new): The method according to claim 69 and wherein the embedded message comprises a text message.

Claim 80 (new): The method according to claim 69 and wherein the embedded message comprises a graphic element.

Claim 81 (new): A message delivery method comprising;
decompressing compressed video at a video decoder, the compressed video comprising a plurality of key frames and non-key frames, at least one of the plurality of key frames comprising an embedded message;
selecting the at least one of the plurality of key frames comprising the embedded message from the decompressed content;
outputting, in trick mode playback, the selected at least one of the plurality of key frames comprising the embedded message,
wherein the message is visible only when the selected at least one of the plurality of key frames is output in trick mode playback.

Claim 82 (new): The message delivery method according to claim 81 and wherein the plurality of video frames is received from a broadcast video stream.

Claim 83 (new): The message delivery method according to claim 81 and wherein the plurality of video frames is received from a digital recording.

Claim 84 (new): The message delivery method according to claim 83 and wherein the digital recording is pre-recorded on a medium.

Claim 85 (new): The message delivery method according to claim 81 and wherein the compressed content is compressed with one of: MPEG-2; and MPEG-4 compression.

Claim 86 (new): The message delivery method according to claim 81 and wherein the plurality of key frames comprising an embedded message comprises a plurality of I-frames.

Claim 87 (new): The message delivery method according to claim 81 and wherein the embedded message comprises a text message.

Claim 88 (new): The message delivery method according to claim 81 and wherein the embedded message comprises a graphic element.

Claim 89 (new): A system for embedding a message in video content, the method comprising:

- a key frame definer which defines at least one key frame in the content;

- an embedder which embeds the message in the at least one defined key frame; and

- a video compressor comprised in a video encoder which compressed the video content comprising the at least one defined key frame comprising the embedded message,

- wherein the message is visible only when the at least one defined key frame comprising the embedded message is played back using trick mode playback.

Claim 90 (new): Apparatus for embedding a message in video content, the method comprising:

- means for defining at least one key frame in the content;
- means for embedding the message in the at least one defined key frame; and
- means for compressing at a video encoder the video content comprising the at least one defined key frame comprising the embedded message, wherein the message is visible only when the at least one defined key frame comprising the embedded message is played back using trick mode playback.

Claim 91 (new): A message delivery system comprising;

- a video decompressor which decompresses compressed video at a video decoder, the video comprising a plurality of key frames and non-key frames, at least one of the plurality of key frames comprising an embedded message;
- a frame selector which selects the at least one of the plurality of key frames comprising the embedded message from the decompressed content;
- an outputter which outputs, in trick mode playback, the selected at least one of the plurality of key frames comprising the embedded message, wherein the message is visible only when the selected at least one of the plurality of key frames is played back using trick mode playback.

Claim 92 (new): A message delivery apparatus comprising;

- means for decompressing compressed video at a video decoder, the video comprising a plurality of key frames and non-key frames, at least one of the plurality of key frames comprising an embedded message;
- means for selecting the at least one of the plurality of key frames comprising the embedded message from the decompressed content;
- means for outputting, in trick mode playback, the selected at least one of the plurality of key frames comprising the embedded message, wherein the message is visible only when the selected at least one of the plurality of key frames is played back using trick mode playback.